



Tugo Bike Share: Operations Report

November 17, 2017 – September 30, 2018

OVERVIEW

ABOUT TUGO BIKE SHARE

Tugo Bike Share launched on November 17, 2017 in Tucson. Tugo is made possible through a partnership with the City of Tucson, the system operator, Shift Transit, and the equipment provider, PBSC Urban Solutions. There are 330 bikes at 36 stations across 13 Tucson neighborhoods available 24/7, 365 days a year. The station locations were selected based on proximity to community resources, employment centers, and bike infrastructure, in consultation with partner agencies, community groups, and stakeholders. The Bike Share program is available to everyone 18 years and up.

Tugo offers several pass and pricing options: \$8-Daily Pass; \$18-Monthly Pass; \$80-Annual Pass; and \$5-Access Pass (annual pass for qualifying low-income individuals). On October 1, 2018, Tugo launched two new pass options: the “One Way Tugo” (\$4 for 30 minutes, single trip) and the “Explorer Pass” (\$15 for 24 hours, up to 3-hour trips). This report highlights membership, ridership, and operations information from November 17, 2017 – September 30, 2018.

RIDERSHIP & MEMBERSHIP

Tugo has 800 active long-term members (monthly and annual pass holders) and has sold over 2,900 daily passes. Tugo customers have taken over 25,000 trips and ridden over 17,900 total miles.

STATION POPULARITY

Below are the top 10 most popular Tugo Stations

STATION POPULARITY: YEAR TO DATE (through September)				
Station Name	Rentals	Returns	Total	%
Main Gate	2,175	2,238	4,413	10.4%
UA- 2nd Street Garage	1,653	1,568	3,221	7.6%
4th Ave @ 9th St	938	929	1,867	4.4%
UA-McKale Center	922	902	1,824	4.3%
Main Library	876	940	1,816	4.3%
UA-6th St Garage SMART	893	845	1,738	4.1%
Highland Ave @ 6th St SMART	862	830	1,692	4.0%
Himmel Park SMART	861	827	1,688	4.0%
University Blvd @ Stone Ave SMART	790	778	1,568	3.7%
UA- Warren Ave @ Helen St	786	757	1,543	3.7%

Ridership & Membership Details:

Tugo Monthly Ridership & Membership Statistics						
Month	RIDERSHIP			MEMBERSHIPS		
	Casual	Member	Total	Daily	Monthly	Annual
November	673	618	1,291	305	24	83
December	1,273	1,713	2,986	433	39	55
January	731	1,986	2,717	373	69	36
February	623	1,962	2,585	267	50	23
March	690	2,361	3,051	394	59	18
April	445	2,181	2,626	278	46	7
May	381	1,839	2,220	237	54	13
June	215	1,450	1,665	133	38	8
July	328	1,537	1,865	159	38	7
August	250	1,817	2,067	186	55	13
September	290	2,050	2,340	170	56	9
Total	5,899	19,514	25,413	2,935	528	272

Tugo Average Daily Ridership & Membership Statistics						
Month	RIDERSHIP			MEMBERSHIPS		
	Casual	Member	Total	Daily	Monthly	Annual
November	44.9	41.2	86.1	20.3	1.6	5.5
December	41.1	55.3	96.3	14.0	1.3	1.8
January	23.6	64.1	87.6	12.0	2.2	1.2
February	22.3	70.1	92.3	9.5	1.8	0.8
March	22.3	76.2	98.4	12.7	1.9	0.6
April	14.8	72.7	87.5	9.3	1.5	0.2
May	12.3	59.3	71.6	7.6	1.7	0.4
June	7.2	48.3	55.5	4.4	1.3	0.3
July	10.6	49.6	60.2	5.1	1.2	0.2
August	8.1	58.6	66.7	6.0	1.8	0.4
September	9.7	68.3	78.0	5.7	1.9	0.3
Total	18.5	61.2	79.7	9.2	1.7	0.9

- 25,413 total trips
- 2,935 Daily Passes sold
- 528 Monthly Passes sold
- 272 Annual Passes sold

Annual Membership Breakdown:

Tugo Annual Membership Breakdown						
Date	Annual	Founder	Installments	Senior	Access	TOTAL
November	30	42	0	2	9	83
December	26	10	2	5	12	55
January	18	7	3	1	7	36
February	15	1	1	1	5	23
March	12	1	0	0	5	18
April	6	0	1	0	0	7
May	7	0	1	0	5	13
June	3	0	0	1	4	8
July	5	1	0	0	1	7
August	9	0	2	1	1	13
September	5	2	0	0	2	9
Total	136	64	10	11	51	272

- High Access Pass utilization accounting for 19% of total Annual memberships

Ridership Breakdown:

Tugo Ridership							
Date	Casual	Member	Total	Trips / Day	T / B / D	Casual	Member
November	673	618	1,291	86	0.26	52.1%	47.9%
December	1,273	1,713	2,986	96	0.29	42.6%	57.4%
January	731	1,986	2,717	88	0.27	26.9%	73.1%
February	623	1,962	2,585	92	0.28	24.1%	75.9%
March	690	2,361	3,051	98	0.30	22.6%	77.4%
April	445	2,181	2,626	88	0.27	16.9%	83.1%
May	381	1,839	2,220	72	0.22	17.2%	82.8%
June	215	1,450	1,665	56	0.17	12.9%	87.1%
July	328	1,537	1,865	60	0.18	17.6%	82.4%
August	250	1,817	2,067	67	0.20	12.1%	87.9%
September	290	2,050	2,340	78	0.24	12.4%	87.6%
Total	5,899	19,514	25,413	99	0.30	23.2%	76.8%

Trip Length and Duration:

Total Miles and Average Trip Duration				
Period	Miles	Member	Casual	Total
November	794	20m 6s	28m 18s	24m 30s
December	2,020	16m 11s	29m 18s	21m 43s
January	1,980	13m 47s	29m 47s	18m 13s
February	1,786	14m 40s	29m 41s	18m 37s
March	2,322	18m 40s	33m 34s	22m 3s
April	1,980	16m 59s	36m 23s	20m 21s
May	1,665	15m 47s	34m 34s	19m 1s
June	1,152	13m 12s	24m 54s	14m 38s
July	1,155	17m 8s	113m 9s	34m 16s
August	1,412	12m 25s	35m 38s	15m 16s
September	1,661	17m 20s	25m 50s	18m 21s
Total	17,927	15m 52s	36m 6s	20m 26s

Carbon Dioxide Saved and Calories Burned:

CO ₂ Saved and Calories Burned				
Period	CO ₂ Saved	Member	Casual	Total
November	533	18,331	15,864	34,195
December	1,356	55,112	31,882	86,994
January	1,327	64,019	21,163	85,181
February	1,197	58,063	18,749	76,812
March	1,555	82,024	17,790	99,814
April	1,327	73,903	11,286	85,189
May	1,115	61,830	9,732	71,562
June	772	44,915	4,606	49,521
July	756	42,133	6,364	48,497
August	946	55,014	5,713	60,727
September	1,113	64,843	6,600	71,442
Total	11,997	620,187	149,748	769,936



Bicycle Maintenance Operations:

Month	Repairs	Vandalized	In Op Bikes	Missing	Bike / Dock	Rebalanced
November	13	9	0	0	45% - 55%	802
December	35	0	20	0	45% - 55%	1,615
January	98	1	13	0	45% - 55%	1,108
February	35	4	7	0	45% - 55%	1,359
March	25	2	5	0	45% - 55%	886
April	12	0	7	0	45% - 60%	465
May	34	3	10	0	45% - 60%	227
June	59	3	30	0	45% - 55%	344
July	49	1	35	1	45% - 55%	444
August	81	3	55	0	40% - 55%	596
September	90	1	50	0	40% - 55%	591

Re-Balancing Operations:

- 8,437 bikes rebalanced since launch
- Bikes and docks are available for customers at stations over 99% of the time!

Call Center Statistics:

CALL CENTER STATISTICS			
Date	Calls / Emails	Average	Per Ride
November	84	5.6	6.5%
December	168	5.4	5.6%
January	119	3.8	4.4%
February	87	3.1	3.4%
March	101	3.3	3.3%
April	77	2.6	2.9%
May	79	2.5	3.6%
June	45	1.5	2.7%
July	300	9.7	16.1%
August	57	1.8	2.8%
September	74	2.5	3.2%
Total	1,191	3.7	4.7%



Station Popularity:

STATION POPULARITY: YEAR TO DATE (through September)				
Station Name	Rentals	Returns	Total	%
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University Blvd @ Stone Ave SMART	790	778	1,568	3.7%
UA- Warren Ave @ Helen St	786	757	1,543	3.7%
4th Ave @ 7th St	767	704	1,471	3.5%
UA- N Olive Underpass SMART	734	678	1,412	3.3%
University Blvd @ 3rd Ave	666	650	1,316	3.1%
Park Ave @ 9th St SMART	608	656	1,264	3.0%
4th Ave @ 5th St SMART	537	662	1,199	2.8%
Ronstadt Transit Center	609	512	1,121	2.7%
6th Ave @ 7th St	493	566	1,059	2.5%
Tucson Blvd @ 6th St	518	511	1,029	2.4%
North Mercado	520	503	1,023	2.4%
Tyndall Ave & 1st St	454	419	873	2.1%
Campbell Ave @ Copper St	427	380	807	1.9%
Tucson Convention Center	439	364	803	1.9%
Armory Park	386	364	750	1.8%
Congress St @ 5th Ave	261	455	716	1.7%
Mountain Ave/Copper St SMART	301	382	683	1.6%
Commerce Park SMART	330	345	675	1.6%
Congress St @ Church Ave SMART	287	352	639	1.5%
Santa Rosa	287	333	620	1.5%
Park Ave @ Lester St SMART	326	286	612	1.4%
Tumamoc Hill	319	289	608	1.4%
Five Points SMART	291	299	590	1.4%
Pima Community College SMART	259	252	511	1.2%
UA-Drachman Circle SMART	205	155	360	0.9%
South Mercado SMART	138	185	323	0.8%
South Tucson Municipal Complex	136	123	259	0.6%
Menlo Park SMART	79	94	173	0.4%
TOTAL	21,133	21,133	42,266	100.0%